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Seki et al.(10) **Pub. No.: US 2002/0052805 A1**(43) **Pub. Date: May 2, 2002**(54) **SALES TRANSACTION SUPPORT METHOD,
SALES TRANSACTION SUPPORT
APPARATUS****Publication Classification**(51) **Int. Cl.⁷** **G06F 17/60**(52) **U.S. Cl.** **705/27**(76) Inventors: **Junji Seki**, Kawasaki (JP); **Hiroshi
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(57) **ABSTRACT**

There is provided a sales transaction support apparatus which enables a customer to determine, by his/her own judgment, whether a commodity which may be purchased through a communication sales transaction suits him/her. The sales transaction support apparatus presents a commodity to a user, and provides a try-on simulation image of an object virtually wearing the commodity presented to the user via a network to a terminal device, by using commodity image information of an image of the commodity and object image information of an image of the object. Then, the apparatus executes a transaction process for the commodity.

